

KTRK-TV HOUSTON

For more than 50 years, KTRK-TV has been a leader in local television production and community service both on and off the air. It is the station more Houstonians rely on for timely and immediate information surrounding breaking news, a local emergency, or coverage of important community events. Currently, the station annually produces 2000 Hours of Local News Coverage, 100 Hours of Regularly Scheduled Locally Produced Programs, and more than 70 Hours of Specials and Community Special Event Programming. All efforts fully supported on KTRK's website www.abc13.com.

As Houston's news leader, KTRK will not hesitate to pre-empt programming for extended coverage of:

- * Major Breaking News Stories: (BP Plant Explosion, North Side Company Midrise Fire, Four Leaf Tower High Rise Fire, Police Pursuits Involving Heavily Traveled Roadways, Major Traffic Accidents Blocking Freeways, Emergency Plane Landings)
- * Severe Weather and Hurricane coverage: (Katrina, Rita)
- * Significant/Historical City Events (Dedication of Houston's New Co-Cathedral, Mayor's Inauguration Ceremonies, Marvin Zindler's Memorial Service, Chevron Houston Marathon, Houston Rodeo Parade, July 4th Freedom Over Texas, Essence Festival, MD Anderson Cancer Center Anniversary Celebration, World Premiere of Lucy at Houston Museum of Natural Science)
- * Station Initiated Citywide Campaigns: (Earth Day Recycle Drive, Caring Cradles Citywide Baby Shower, Share Your Holidays Food Drive).

KTRK offer more than 70 hours of local specials and special event programming. (**see attached list**) These specials range in length from 30 minutes to three hours and include everything from:

- * Medical: Specials on Brain Disorders, including Autism, Epilepsy, Parkinsons, Traumatic Brain Injury...Breast Cancer Breakthroughs...Prostate Cancer...Pediatric Cancer...Childhood Obesity
- * Cultural: Working with Houston International Festival, we have produced specials on the countries and people of China, Thailand, India, Africa, Jamaica, and Mexico. In conjunction with the Houston Museum of Natural Science and the Museum of Fine Arts exhibitions, we have produced numerous hour and half hour specials. "Cradle of Mankind: Lucy and Ethiopia", "Soulful Stitches" (Quilters of Gee's Bend), "Pomeii: Tales from an Eruption", "From Mine to Museum" (new HMNS Gem exhibit).
- * Informational: "Forever Families" (foster care and adoption), "The New Space Race," Vote'08 Debate (local races), "Dropping Out of Options" (preventing high school dropouts), Severe Weather Specials, Town Hall Meetings

*** Entertainment/Local Events:** We partner with Theatre Under the Stars to produce the two-hour annual “Tommy Tune Awards”, a high school version of the Tony Awards for high school theatre production. We also produce specials associated with city special events such as the Bayou City Arts Festival, Houston Auto Show, Holiday Lighting, Galveston Mardi Gras Parade, Essence Festival Preview and Wrapup Shows, Administaff Small Business Classic, Houston Livestock Show and Rodeo Parade (also, HLS&R Cookoff, Junior Steer Auction, School Art Auction, with all HLS&R events raising millions of dollars of scholarship money for Texas students.)

KTRK produces three weekly half-hour sport programs...”Inside The Game”, “Extra Points”, and “High School Hot Shots” (D2 program spotlighting Houston area high school athletes). Additionally, on our digital station this year, we produced and broadcast live four area high school football/basketball games and plan to produce a total of 10 games this fall.

During the school year, KTRK collaborates with Connecting with Kids to produce monthly half hour programs. Topics include Bullies, Children and the Internet, Drug & Alcohol Abuse, Literacy, Teenage Depression.

KTRK is a driving force behind many of the community’s most prominent public service. From the 28th Annual Share Your Holidays Food Drive, to the 17th annual Caring Cradles Citywide Baby Shower (promoting prenatal care w/March of Dimes) to our just completed 2nd annual ABC/13 Earth Day Recycle Drive. Each of these are supported with public service announcements, a one hour life program, and numerous live news cutins throughout the day.

In addition to these worthy causes, KTRK airs numerous diverse public service announcements on a regular basis. For many organizations who do not have produced announcements, KTRK avails studio time and assists in these organizations in creating a psa. KTRK produces two weekly half hour programs, aimed at covering those issues important to the Hispanic, African-American and Asian communities.

KTRK-TV’s commitment to the community is highly evident behind-the-scenes. On an ongoing basis, department managers organize ascertainment meetings in various communities to better understand the concerns facing those residents. More than 75% of KTRK employees donate personal time volunteering in the community, serving as emcees or guest speakers for charitable events, or serving on advisory boards of local organizations. Additionally, KTRK offers an on going college internship program to some 50 students each year. Many have continued on to full-time employment at the station.

KTRK Locally Produced Specials and Special Events
(January 2006-April 20, 2008)

2008

TITLE	DATE	TIME
Chevron Houston Marathon	January 13	7-10am
Chevron Houston Marathon Special	January 13	10:35-11:35pm
High School Basketball: Kingwood vs. Atascocita (D2)	January 18	7-10pm
Get Healthy Houston	January 20	10:35-11:05pm
Houston Auto Show	January 27	10:35-11:05pm
Galveston Mardi Gras Parade	February 2	10:35-11:05pm
Connecting With Kids	February 17	12:30-1pm
Jeff on the Job (consumer advice)	February 17	10:35-11:05pm
Vote '08 Debate	February 24	11am-12noon
Houston Livestock Show & Rodeo Parade	March 1	9:30-11:30am
HLS&R Barbeque Cook-off Special	March 1	6:30-7pm
Stars, Guitars, & Cowboys	March 1	10:35pm
Vote '08 Debate	March 2	11-11:30am
Making of Houston's Co-Cathedral	March 7	8-9pm
HLS&R Junior Steer Auction	March 15	12-12:30pm
HLS&R School Art Auction	March 16	11:05-11:35pm
Connecting With Kids	March 22	1:30-2pm
Bayou City Arts Festival	March 23	10:35-11:05pm
Vote '08 Debate	March 30	11-11:30am
Houston's Co-Cathedral: An Historic Dedication	April 2	12-3pm
Mysteries of the Mind (medical-on diseases of the brain)	April 6	10:35-11:05pm
Connecting With Kids	April 12	1:30-2pm
Houston International Festival: Out of Africa	April 12	10:35-11:05pm
Earth Day 2008	April 18	9-10am
Pompeii: Tales of An Eruption (Museum of Fine Arts, Houston exhibit)	April 20	10:35-11:05

2007

TITLE	DATE	TIME
Houston's Indiana Jones	January 7	10:35-11:05pm
Chevron Houston Marathon	January 14	7-10am
Chevron Houston Marathon Wrap-up Show	January 14	10:35-11:05pm
Bridges to Health	January 21	10:35-11:05pm
Houston Auto Show	January 28	10:35-11:05pm
Connecting With Kids	February 3	1:30-2pm
ZZ Top: Sharp Dressed Men	February 11	10:35-11:05pm
Galveston Mardi Gras	February 17	10:35-11:05pm
Cirque Du Soleil: Recipe for Success	February 18	10:35-11:05pm
Houston Livestock Show and Rodeo Parade	February 17	9:30-11:30am
HLS&R Barbeque Cook-off Special	February 17	6:30-7pm
Galveston Mardi Gras Parade	February 17	10:35-11:35pm
HLS&R 75 th Anniversary Special	February 27	7-8pm
NASCAR 101	March 4	10:35pm
HLS&R Junior Steer Auction	March 10	12-12:30pm
Jeff on the Job (consumer)	March 11	10:35-11:05pm
HLS&R School Art Auction	March 18	12-12:30pm
ABC/13 Women of Distinction	March 18	1-1:30pm
Texans Pre-Draft Special	March 18	10:35-11:05pm
Steve Tyrell: A Houston Standard	March 25	10:35-11:05pm
Astros '07	April 1	10:35-11:05pm
Theater Under the Stars: A Season to Remember	April 8	10:35-11:05pm
China: Descendants of the Dragon	April 15	10:35-11:05p
Earth Day 2007	April 20	9-10am
Connecting with Kids	April 22	12:30pm
Houston Texans Draft	April 29	10:35-11:05pm
TUTS Tommy Tune Awards	May 5	2-4pm
Making of a Houston Texans Cheerleader	May 6	10:35-11:05pm
Mirror, Mirror	May 13	10:35-11:05pm
Jeff on the Job	May 20	10:35-11:05pm
Severe Weather Special	May 27	10:35-11:05pm
Caring Cradles Citywide Baby Shower	June 15	9-10am
New Space Race	June 17	10:35-11:05pm
Houston: Red, White and WOW!	June 28	7-8pm
Chevy's Freedom Over Texas	July 4	7-10pm
Best of Freedom Over Texas	July 7	10:35-11:05pm
CMA: Here for the Party	July 22	10:35-11:05pm
Houston Texans' 07	July 26	7-8pm
Marvin Zindler's Funeral	August 1	11am-12noon

2007 (CONTINUED)

TITLE	DATE	TIME
Marvin: A Final Farewell	August 1	9-10pm
Cradle of Mankind: Ethiopia and Lucy	August 23	7-8pm
Houston Texans vs Chicago Bears	August 11	7-10:00pm
Houston Texans vs St. Louis Cardinals	August 18	3-6pm
Houston Texans vs Dallas Cowboys	August 25	7-10pm
Houston Texans vs Tampa Bay Buccaneers	August 30	7-10pm
Clear Lake vs Pearland (HS Football- D2)	September 27	7-10pm
The Greatest Game	October 7	10:35-11:05pm
Connecting With Kids	November 7	12:30-1pm
Administaff Small Business Classic Wrap-up	October 12	11:05-11:35pm
Administaff Small Business Classic Wrap-up	October 13	10:35-11:05pm
Administaff Small Business Classic Wrap-up	October 14	11:05-11:35pm
Breast Cancer Breakthroughs	October 27	11:05-11:35pm
Jack Yates vs Wheatley (HS Football – D2)	November 11	7-9pm
Connecting With Kids	November 25	1-1:30pm
Nimitz Vs. Wheatley (HS Basketball -D2)	November 29	7-8pm
Countdown to the CMA Awards	November 3	10:35-11:05pm
Share Your Holidays	December 5	9-10am
Town & Country Shop 'til You Drop	December 15	5-5:30pm
Connecting with Kids	December 30	12:30-1pm

2006

TITLE	DATE	TIME
"We're So Excited" (MD Anderson Cancer Center)	January 17	10:35-11:35pm
Chevron Houston Marathon	January 15	7-10am
Chevron Houston Marathon Wrap-up	January 15	10:35-11:05pm
Connecting with Kids	January 15	12:30-1pm
Houston Auto Show	January 29	10:35-11:05pm
Connecting with Kids	February 11	12:30-1pm
Secrets of Daytime TV	February 12	10:35-11:05pm
Beauty Beneath The Skin	February 19	10:35-11:05pm
Houston Livestock Show & Rodeo Parade	February 25	9:30-11:30am
HLS&R Barbeque Cook-off show	February 25	6:30-7pm
Galveston Mardi Gras Parade	February 25	10:35-11:35pm
HLS&R Junior Steer Auction	March 11	12-12:30pm
Connecting With Kids	March 11	12:30-1pm
HLS&R School Art Auction	March 12	12-12:30pm
Houston Texans Pre-Draft Special	March 12	10:35-11:05pm
Chernobyl: No Man's Land	March 19	10:35-11:05pm
'06 Houston Astros	April 2	10:35-11:05pm
Jamaica'n Me Crazy! (Houston International Festival)	April 16	10:35-11:05pm
Connecting With Kids	April 29	12:30-1pm
Houston Texans Draft	April 30	10:35-11:05pm
Making of a Houston Texans Cheerleader	May 7	10:35-11:05pm
Healing Dirt	May 14	10:35-11:05pm
Mirror, Mirror	May 21	10:35-11:05pm
TUTS Tommy Tune Awards	May 20	1-3pm
Severe Weather Special	May 28	10:35-11:05pm
Jeff on the Job	June 11	10:35-11:05pm
Caring Cradles Citywide Baby Shower	June 16	9-10am
Essence Festival: The Party With A Purpose	June 18	10:35-11:05pm
Soulful Stitches	June 25	10:35-11:05pm
Houston: Red, White & Wow!!!	June 28	7-8pm
Essence Festival: Party With a Purpose Wrap-up	June 30	11:05-11:35pm
Essence Festival: Party With a Purpose Wrap-up	July 1	10:35-11:35pm
Essence Festival: Party With a Purpose Wrap-up	July 2	10:35-11:35pm
Chevy's Freedom Over Texas	July 4	7-10pm
Best of Freedom Over Texas	July 8	10:35-11:05pm
Got Country?	July 23	10:35-11:05pm
Houston Texans '08	July 27	7-8pm
Hot Looks, Sizzling Styles	July 30	10:35-11:05pm
Houston Texans vs Kansas City	August 12	7-10pm

2006 (CONTINUED)

TITLE	DATE	TIME
Houston Texans vs St. Louis	August 19	7-10pm
Connecting With Kids	August 20	4:30pm
Houston Texans vs Denver	August 27	7-10pm
Houston Texans vs Tampa Bay	August 31	7-10pm
Connecting With Kids	October 8	12:30-1pm
The Legends Return	October 9	11:05-11:35pm
Administaff Small Business Classic Wrap-up	October 13	11:05-11:35pm
Administaff Small Business Classic Wrap-up	October 14	10:35-11:05pm
Administaff Small Business Classic Wrap-up	October 15	11:05-11:35pm
From Mine to Museum	November 10	11:05-11:35pm
Connecting With Kids	November 11	12:30-1pm
Share Your Holidays	December 6	9-10am
Town and Country Village Holiday Shopping	December 9	5-5:30pm
Forever Families	December 9	10:35-11:05pm
Connecting With Kids	December 16	12:30-1pm

The following provides a summary of WTVD-TV/WTVD-DT (The Station or WTVD) local efforts for the 2008 Broadcast Calendar Year (BCY). There are six (6) major areas of focus for the Television Station, as it relates to our commitment to the community.

1. Newscast
2. News Specials
3. Public Affairs Programming
4. Community Service
5. Web Operations
6. Minority Affair Committee

We broadcast in the 28 ranked market (DMA) in the United States, as define by Nielsen Media Research. The station operates in Durham, North Carolina and originates all of its locally produced programs from within the viewing area.

- 1) **News** – The station’s primary focus is providing news and information for our viewers’ consumption. We accomplish this objective by producing 27 hours of Local News coverage per week. The newscasts generally represent the *local news of the day*. The mission of the newsroom personnel is to provide fair, accurate and balanced reporting on issues of public importance, safety and welfare. Additional “features” of the news might include traffic, weather and special reports (inclusive of community events and profiles). In short we strive to provide our viewers with information they can use to improve their lives and better their communities. We also provide Emergency Information, in the form of news interrupts and crawls. These typically include severe weather alerts, floods, wildfires etc.
- 2) **News Specials** – At various times through-out the year we find it necessary and our responsibility to provide longer form news specials. They range thematically in scope from local sports specials to political debates. The following is a comprehensive list for your review:
 - i. 10/20 Durham Mayoral Debate
 - ii. 1/12 ABC 11 Eyewitness Special: Drought 2008
 - iii. 3/12 North Carolina GOP gubernatorial debate
 - iv. 3/18 Eve Carson Memorial Coverage
 - v. 4/4 Turn it Blue Chasing a Championship

vi. 4/19 DTV 411

vii. 4/22 North Carolina Democratic gubernatorial debate (tentative)

3) **Public Affairs Programming** – *“Heart of Carolina Perspectives”* provides a half-hour look at community leaders, issues and events that reflect the vast diversity of our viewing area. This weekly program has been airing on Sunday mornings for the past 30+ years (albeit under various names). Any given week the program might provide viewers a profile on a local artist, or alternatively, provide a forum for a more substantive discussion on the economic contributions of African Americans in North Carolina.

4) **Community Service** – Community Service has always played a major role in the way WTVD interacts with our viewers. Through our support of many local organizations, we have been able to *“serve the public interest”* and provide exposure for various associations and 5013C organizations that otherwise could not be heard. We utilize the power of our medium to positively affect an organizations ability to fulfill their mission. The PSA’s we produce and air enable the group to raise awareness and generate much needed operating income for their cause or causes. The following is a partial list of the organizations served in the 2008 BCY.

- i. United Negro College Fund
- ii. 22 County Area Fire Departments
- iii. Tammy Lynne center
- iv. Food Bank of CENC
- v. Minority Advisory Committee Annual Event - HBCU
- vi. Community of Fayetteville – Dogwood Festival
- vii. Duke Brian Tumor Center
- viii. City of Durham
- ix. DMA area schools
- x. Jimmy V Foundation for Cancer Research
- xi. Communities in Schools
- xii. St. Joseph Historical Foundation
- xiii. City of Raleigh
- xiv. Junior League of Raleigh
- xv. Junior League of Fayetteville
- xvi. Urban Ministries
- xvii. United Way

- 5) **Web Operations** – www.abc11.com is a logical extension of the television station, and affords us the opportunity to extend our local commitment to the community. Through our “on-line” efforts WTVD is able to provide the local community and the organizations we support with an additional touch-point. By way of summary; all of the aforementioned programming and initiatives are represented on www.abc11.com and our wireless solution www.abc11togo.com.
- 6) **Minority Advisory Committee (MAC)** – The WTVD Minority Advisory Committee’s primary responsibility has been to keep the station aware of the needs and concerns relating to the minority viewing audience. Specifically, in the areas of quality programming and equal opportunity. This committee has been operating since 1971, and provides the station with an additional link to the many diverse communities within our viewing area.

To summarize; it is this station’s opinion the FCC proposed move towards localism regulation would be regressive. It would place an unjust burden on those stations that are meeting and exceeding the fundamental tenants of the 1934 Communications Act. Furthermore, the very behaviors the commission is trying to encourage would be threatened by the enactment of such legislation.



Local News & Public Affairs

Local Newscasts:

Every week, KGO-TV/DT and ABC7 News produce more than **33.5 hours of live, local news**. **KGO-DT Plus** is our second digital channel that airs extended coverage of breaking news reports, additional local programming like Commonwealth Club, simulcasts and repeats of local broadcasts and network news programs, and syndicated material. **7.3** is the third digital channel, which offers 24-hour, 7-days-a-week weather reports through "AccuWeather Now."

In addition, **Assignment 7** (half-hour news program) airs every weekend to recap the week's top in-depth stories.

- **Mondays through Fridays: (27.5 hours)**

- 5:00 a.m. to 7:00 a.m.
- 11:00 a.m. to 11:30 a.m.
- 5:00 p.m. to 5:30 p.m.
- 6:00 p.m. to 7:00 p.m.
- 9:00 p.m. to 10:00 p.m. (Airs on KBWB TV 20 and is simulcast on KGO-DT Plus)
- 11:00 p.m. to 11:35 p.m.

- **Saturdays: (2.5 hours)**

- 6:00 a.m. to 7:00 a.m.
- 5:00 p.m. to 5:30 p.m.
- 6:00 p.m. to 6:30 p.m.
- 11:00 p.m. to 11:35 p.m.

- **Sundays: (3.5 hours)**

- 6:00 a.m. to 7:00 a.m.
- 9:00 a.m. to 10:00 a.m.
- 5:00 p.m. to 5:30 p.m.
- 6:00 p.m. to 6:30 p.m.
- 11:00 p.m. to 11:35 p.m.

Public Affairs Shows:

- **Beyond the Headlines** airs Sundays at 10:00 a.m. Recent half-hour topics include: Heart Disease, HIV/AIDS, Oakland Schools, Gays in the Military, Credit/Debt, Pollution, Alzheimer's, Hunger, Skin Cancer, Disability, Body Image, Stress, Sandwich Generation, Teens & Drugs at Home, Child Abuse Prevention, Illegal Downloads, Public Education, and Working Women.
- **Profiles of Excellence** are quarterly half-hour specials celebrating the Bay Area's rich cultural diversity. For 20 years, these programs have spotlighted our minority communities, including the disability, lesbian/gay/transgender, and ethnic communities.
- **ABC7 Top Scholars** is a scholarship program highlighting top-achieving seniors in Bay Area high schools. Six seniors are awarded a scholarship and featured in The View From the Bay, as well as a half-hour special. Show airs June/July, with features in VFTB.



EXAMPLES OF SPECIAL LOCAL PROGRAMMING

THE VIEW FROM THE BAY (LIVE)

"The View From the Bay" airs **Mondays to Fridays** from 3 to 4 p.m. It is the San Francisco market's only daily live, hour-long, local show about lifestyle and entertainment. Segments feature trend-setters, authors, celebrities, fitness gurus, chefs, and parenting experts, as well as important community issues about living in the Bay Area.

OLYMPIC TORCH RELAY (LIVE)

Three hours of programming were interrupted on **April 9, 2008**, from 1 to 4 p.m. for the Olympic Torch Relay. ABC Soaps ("All My Children," "One Life to Live," "General Hospital") and our local program "The View From the Bay" were pre-empted.

San Francisco was the only North American city featured in the Olympic Torch Relay. Street closures and protests started the day. As the Opening Ceremonies began, city and Olympic officials re-routed the torch run. Police were mobilized at the last minute to guard the new route. Unannounced road closures created more traffic as the runners carried the torch and the protesters moved to follow it. Visitors were dismayed to have missed the torch's only visit to North America.

RECALL ELECTION COVERAGE (LIVE)

ABC7 News covered the Recall Election of California's governor on **October 7, 2003**, from 10 to 11 p.m., pre-empting "NYPD Blue." This first-ever gubernatorial recall election made Democrat Gray Davis the first to be recalled in the history of California. Republican Arnold Schwarzenegger was elected to replace Davis.

AFTER THE GAME (LIVE)

The hour-long show features highlights and live interviews with players after sporting events, such as NBA playoffs and finals. College Football "After the Game" features game highlights and interviews with players and coaches throughout the season, including bowl games.

COMMONWEALTH CLUB (RECORDED)

ABC7 airs select Commonwealth Club programs on digital channel KGO-DT Plus and also has these programs available streaming online at abc7news.com. The Commonwealth Club of California is the nation's oldest and largest public affairs forum. Topics range across politics, culture, society, and the economy.

SAN FRANCISCO INTERNATIONAL AUTO SHOW (RECORDED)

ABC7 went behind the scenes November 24, 2007, at one of the largest and most spectacular auto expositions in Northern California. The half-hour show featured examples ranging from concept cars to alternative fuel vehicles.

EARTHQUAKE SPECIAL (RECORDED)

ABC7 aired "1906 – A City Remembers." an hour-long special April 8, 2006, 7:00 to 8:00 p.m., with repeat airings to commemorate the 100th anniversary of San Francisco's devastating earthquake and fire of April 18, 1906. The in-depth program interviewed living survivors and covered lessons learned from 1906, as well as current Bay Area preparedness.

SAN FRANCISCO FLOWER & GARDEN SHOW (RECORDED)

ABC7 offered an exclusive backstage preview of San Francisco's 21st anniversary show on March 12, 2006, from 7:00 to 7:30 p.m. Local landscape artists and designers and tips to keep gardens water-wise were featured

INSIDE THE NEW DE YOUNG (RECORDED)

ABC7 presented a sneak peak of the re-designed De Young Museum on August 13, 2005, 7:00 to 7:30 p.m. Museum architects, designers, and curators were featured in this exciting preview two months before its long-awaited grand opening.



POLITICAL COVERAGE

KGO-TV/DT, ABC7

SAN FRANCISCO - OAKLAND - SAN JOSE

ONGOING POLITICAL COVERAGE

- **Local Political Beat Reporter** – Mark Matthews (also supplements ABC coverage of national politics.)
- **State Political Reporter** – Nanette Miranda, Sacramento Bureau Reporter, covers state politics on a daily basis. (Files daily stories for KGO-TV/DT, KABC-TV and KFSN-TV.)
- **Weekly Public Affairs Program, “Beyond The Headlines”** – Sundays at 10 a.m. – covers a wide range of issues facing the Bay Area. Many episodes have covered political topics and/or featured political office holders or candidates. Propositions and major candidates are profiled during every significant election period.
- **ABC7 Taking Action** – A segment of our website and promoted on-air. The Taking Action pages of our website give viewers the information needed for them to take action on stories we cover. Local, state and national politicians’ contact information is available on these pages

ELECTION COVERAGE

- **Presidential Election 2008** Since January 2, nearly every day has featured a minimum 3 stories in the major evening newscasts. Of the 300+ stories that have aired during evening newscasts, more than 114 have been full-length news reports.
- **Local Elections 2006** **San Jose City Council Members Debate** and **San Jose Mayoral Debate** aired on KGO-DT Plus and streamed online.
- **State Recall Election 2003:** 1-hour special aired **October 7, 2003, from 10 to 11 p.m.** covering the gubernatorial recall election in California. Republican Arnold Schwarzenegger replaced Democrat Gray Davis in the state's first-ever recalled governor. Program pre-empted “NYPD Blue.”
- **Nationally Televised Debates** Televised ABC Presidential Election Debates. Iowa: August 5, 2007, and August 19, 2007; New Hampshire: January 5, 2008; and Democratic Candidates: April 18, 2008.
- **NextGen Politics** An unprecedented online tool connecting viewers with candidates to statewide offices. Now in its third year, **NextGen Politics** provides a forum for users to hear candidates, view campaign spending reports, and see for themselves what special interests may be bankrolling the campaigns. Candidates are invited to submit a 5-minute video to present his/her platform, as well as answer a user-generated questionnaire focusing on issues important to voters.
- **FactCheck.org** On-air and online news reports check the facts on political ads, campaign speeches, and assertions by candidates in this partnership with FactCheck.org.
- **Commonwealth Club** Recorded Commonwealth Club interviews with **2008 Presidential candidates** aired on KGO-DT Plus. Featured candidates who spoke at the Commonwealth Club, the nation’s oldest and largest public affairs forum, included Mike Huckabee, Dennis Kucinich, Mike Gravel, and Bill Richardson.



ABC7 LISTENS

“REACHING OUT TO OUR VIEWERS”

KGO-TV/DT and ABC7 News make coverage decisions every day based on what we believe our viewers want to know and need to know. So a logical question is “how do we know what our viewers are thinking?” Like other news-based local television stations, we have the Nielsen ratings to show us when interest in news subjects peak or wane. We also conduct annual primary news surveys to find out what subjects and issues are important to our viewers. Along with the other major Bay Area broadcasters, we conduct ascertainment meetings monthly in different cities in our market. Some markets stopped these meetings once they were no longer required. The San Francisco Bay Area television stations never stopped them. KGO-TV/DT adds to these resources with **ABC7 Listens**. It is an extensive effort to actively solicit feedback and input from our viewers and potential viewers.

MAJOR ELEMENTS OF ABC7 Listens:

- **ABC7 Listens Public Meetings** are held once a month in a different city in our coverage area. We have held 60 meetings to date. Stakeholders in the community and the general public are invited. The meetings are heavily promoted on air. Anyone attending may sign up to speak on any topic for up to 3 minutes. It is not televised. The station’s News management, a News anchor or reporter, and the VP of Public Affairs attend. Countless news stories have come from these meetings, as well as real changes in the communities we’ve visited.
- **ABC7 Listens On-Air Campaign** consists of promotional announcements and mentions in our newscasts informing viewers how to reach us through letters, phone calls, emails or by attending our public ABC7 meetings.
- **ABC7 Listens Poll** is an ongoing series of polls conducted through our website, ABC7News.com. Polls are used to gauge interest in topics and garner opinions and reactions. In past elections, we have contacted poll participants and interviewed them for stories and even created a voter’s group that we followed during the California Gubernatorial Recall election.

ADDITIONAL VIEWER OUTREACH EFFORTS:

- **Taking Action** is a segment of our website, promoted on-air, that evolved from ABC7 Listens. The Taking Action pages of our website give viewers the information needed for them to take action on stories we cover. Local, state and national politicians’ contact information is available on these pages.
- **Focus on Solutions** is an umbrella for a series of stories on organizations, individuals and government agencies that are making a difference in solving problems in our communities. We always end the stories telling viewers how they can help. We also have this information on our website and we develop a public service announcement for the effort, telling people how to contribute.
- **7 On Your Side** is our 15-year-old consumer unit. Our “On Your Side” staff solves viewers’ consumer complaints. Some problems are featured on the air. We receive 40 – 50 calls a day and about 400 emails and letters per week. Everyone receives a response. To date, we have saved or recovered over \$1,000,000 for Bay Area consumers.



COMMITMENT TO OUR COMMUNITIES

MAJOR INITIATIVES

End Hunger Now is a year-round, multi-year, station-wide commitment to helping the seven Bay Area food banks stay full. ABC7 helps food banks increase food donations, money, and awareness of hunger through news stories, public service announcements, public affairs programs, and various food drive sponsorships.

ABC7 Top Scholars is a scholarship program highlighting top-achieving seniors in Bay Area high schools. Six seniors are awarded a \$1000 scholarship and are featured in the "View From the Bay," as well as a half-hour special.

ABC7 Salutes is a news feature, airing every Friday in the 6 to 7 p.m. News, recognizing outstanding individuals and organizations helping their communities.

Profiles of Excellence are quarterly half-hour specials celebrating the Bay Area's rich cultural diversity. For 20 years, these programs have spotlighted our minority communities, including the disability, lesbian/gay/transgender, and ethnic communities.

ABC7 Ethnic Heritage Salutes are :30 announcements celebrating Black History Month, Asian Pacific Islander Heritage Month, and Hispanic Heritage Month.

MAJOR COMMUNITY SERVICE COMMITMENTS

San Francisco AIDS Walk (Sponsor for 20 years; event has raised nearly \$65 million since 1987);

United Way's Week of Caring (Raises the importance of volunteerism in the community);

Buckle Up Around The Bay (Free child safety seat inspections at 7 Bay Area locations);

United Way Bridging Communities (Celebrates power of civic engagement);

The Arete School Web-a-Thon (Online telethon for sport/culture-focused public school);

ArtSpan Open Studios (Month-long promotion of local artists' opening their studios);

Susan G. Komen Race for the Cure; and **Leukemia Cure-A-Thon**.

ABC7 "AROUND THE BAY" SPONSORSHIPS

(2007 Community Events promoted on a fixed schedule for two weeks, two events per schedule.)

- **Conservatory of Flowers:** Earth exhibit (January)
- **Orchid Expo Gala** (January)
- **Monument Crisis Center:** food bank fundraiser (January)
- **California International Antiquarian Book Fair** (February)
- **Academy of Friends:** HIV/AIDS benefit (February)
- **San Francisco SPCA:** Bark and Whine Ball (February)
- **Alzheimer's Association:** Asian Community Fund (March)
- **Mustard Festival** (March)

- Festival of Cultures: Latinos in Arts & Entertainment (March)
- Sonoma Valley Film Festival (March)
- Professional Business Women of California Conference (March)
- March of Dimes: Walk America (April)
- New Leaf: Mental health benefit (April)
- On Lok 35th Anniversary: Seniors organization (April)
- Grace Cathedral: South African Altarpiece (April)
- Ritter Center: Art with a Heart (April)
- San Francisco Decorator Showcase (April)
- Meals on Wheels (May)
- EARN Awards: building savings accounts for low-income (May)
- ArtsFest (May)
- Youth in Arts: Italian Street Painting Festival (May)
- Mountain Play Association (May)
- Ethnic Dance Festival (May/June)
- Ryan's Ride: childhood cancer (June)
- Hiller Aviation Museum: Vertical Challenge (June)
- Sonoma Salute to the Arts (June)
- California Historical Radio Society: KRE benefit (June)
- Help Is On The Way: HIV/AIDS benefit (June)
- San Francisco Theater Festival (July)
- Vista Center for the Blind & Visually Impaired: Menlo Charity Horse Show (July)
- Montalvo Arts Center: Patti LaBelle performance benefit (July)
- San Francisco Theater Festival (July)
- Taylor Family Foundation: A Day in the Park (August)
- Conservatory of Flowers: Chomp exhibit (August)
- Susan G. Komen Breast Cancer Fund: Race for a Cure (August)
- Alta Bates Summit Foundation: Celebrity Tennis Classic (August)
- Playbook for the Inner City (August)
- Macy's Passport: HIV/AIDS benefit (September)
- Saint Francis de Assisi: Blessing of the Animals (September)
- Novato Public Schools: Rock N Blues by the Lake (September)
- Veterans' Health Research Institute: Above & Beyond gala (September)
- Leadership San Francisco: Soundcheck benefit (September)
- Tenderloin Neighborhood Development Corporation: Pool Toss (September)
- World Institute on Disability: Ever Widening Circle (September)
- LEAP: Sandcastle Classic (September)
- Wender Weis Foundation: Halloween Heroes (October)
- LINES Ballet: 25th Anniversary (October)
- San Francisco International Latino Film Festival (October)
- Gourmet East Bay: food bank benefit (October)
- Resource Area for Teaching: Gift of Reading Book Drive (November)
- Richmond/Ermet AIDS Foundation: Help is on the Way Holiday (November)
- Kimochi: Silver Bells Craft Fair (November)
- Glide Memorial Church/Glide Foundation: Jan Mirikitani anniversary (November)
- Conservatory of Flowers: A Winter Carnivale (December)
- Oakland Ballet Company: Nutcracker (December)
- San Francisco Unified School District: Enrollment deadline (December)
- Holiday Food Drive (December)
- Asian Art Museum: New Year bell-ringing (December)

◆ **All commitments noted are in addition to running Public Service Announcements provided to the station by various non-profit groups.**



KFSN-TV/DT

Serving the California Central Valley
Counties of

FRESNO - MERCED - MADERA
KINGS - TULARE - MARIPOSA

KFSN-TV/ABC-30

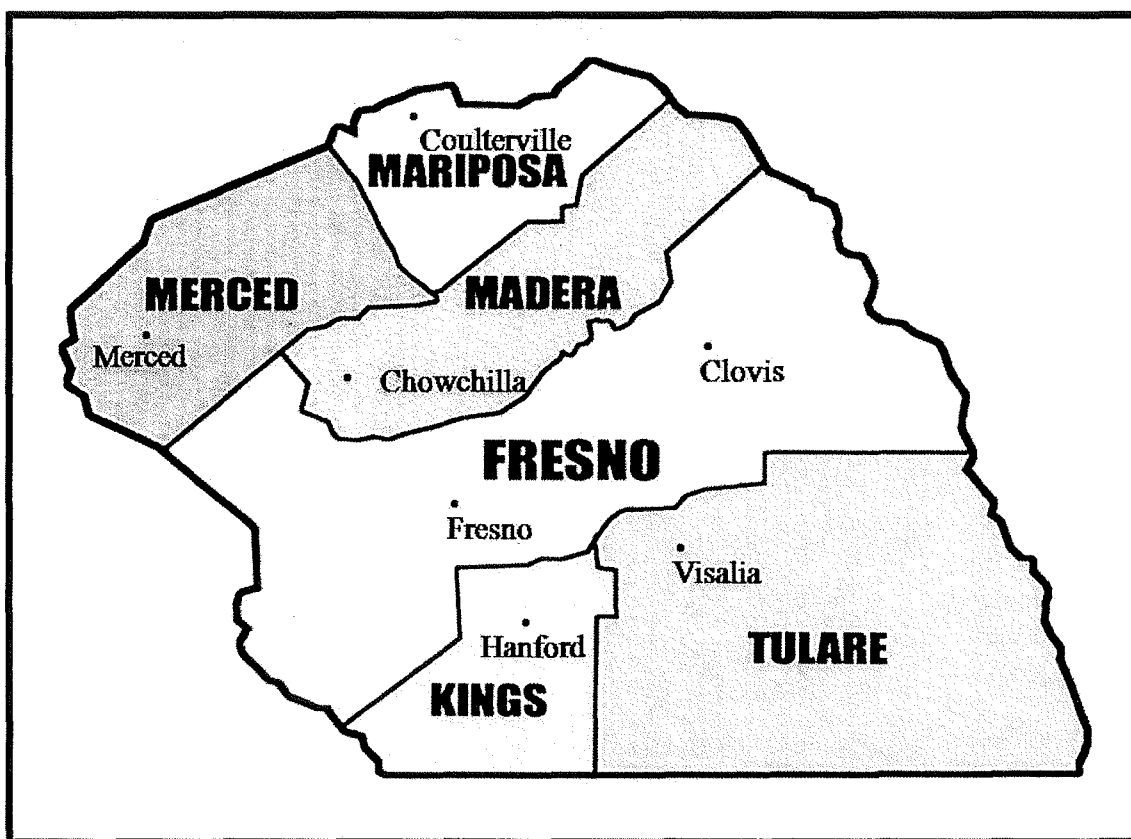
COMMUNITY INITIATIVES

abc30.com

Market Rank: 55
TV Households: 588,500 DMA
Total Population Six Counties: 1,868,222
Cable Penetration: 41%
Satellite Penetration: 39%

CALIFORNIA's CENTRAL VALLEY

(Fresno-Visalia ... Nielsen Viewing Area)



	Fresno		Merced		Tulare		Madera		Kings		Mariposa	
	Population	%	Population	%	Population	%	Population	%	Population	%	Population	%
White	322,816	36.2%	87,700	35.7%	157,046	37.4%	61,611	42.1%	56,707	38.8%	15,089	82.0%
Hispanic or Latino	420,017	47.1%	127,497	51.9%	230,950	55.0%	70,246	48.0%	68,984	47.2%	2,006	10.9%
Asian	79,366	8.9%	15,968	6.5%	15,117	3.6%	2,927	2.0%	5,115	3.5%	184	1.0%
Black	50,830	5.7%	10,072	4.1%	8,398	2.0%	6,439	4.4%	12,131	8.3%	258	1.4%
American Indian	16,943	1.9%	3,685	1.5%	7,558	1.8%	4,683	3.2%	2,923	2.0%	718	3.9%
Other	1,784	0.2%	737	0.3%	840	0.2%	439	0.3%	292	0.2%	147	0.8%
Total County Pop.	891,756	100%	245,658	100%	419,909	100%	146,345	100%	146,153	100%	18,401	100%

Source: U.S. Census Bureau 2006 estimate

OUR COMMITMENT

KFSN-TV / ABC-30/DT, a **Disney ABC-Owned Station**, has been serving California's Central Valley since 1956. Leadership requires responsibility. ABC-30, the leading television station within the six counties of Central California, attempts to fulfill its responsibility by compiling a long and honorable record of news coverage and public service to its various constituencies.

ABC-30 continues to build on its long-standing commitment to local viewers, through an emphasis on local news and information, public affairs, community projects and special local programming.

In 2007, ABC-30 launched our new high definition news set and became the first television station in Central California to air all of its news broadcasts in HD. Our viewers can now enjoy over 50 hours per week of HD programming in various local and national time periods throughout the day.

Our station is actively educating our viewers about the Digital Transition that will happen in February of 2009. We are airing television spots, information is available on our website, and Managers are speaking to local organizations about what they will need to do when we make the switch from analog to digital television.

The cornerstone of KFSN-TV's commitment to the community is **Action News**. Encompassing 27.5 hours of local news every week, **Action News** is the leading news program in California's Central Valley, with its two top newscasts, **Action News Live at Five** and **Action News at Six**, reaching an average of 300,000 households nightly, Monday through Friday.

Along with our main newsroom in Fresno, **Action News** has three regional newsrooms in California to allow the most complete coverage of our six-county viewing area: The **North Valley Newsroom** in Merced, California, the **South Valley Newsroom** in Visalia, California, and our **Capitol Newsroom** in Sacramento, California.

In addition to local news, KFSN-TV carries 30 hours of ABC Network News programming per week.

LOCAL PUBLIC AFFAIRS PROGRAMMING

ABC-30 reaches out to the community with public service announcements and programs that increase awareness of issues and concerns that affect valley citizens. We provide access for airtime for non-profit organizations on “**Valley Focus**”, a local weekly public affairs program, and promote non-profit events through our **Action News Community Calendar** and our website, www.abc30.com.

ABC-30’s **Action News Community Calendar** provides an outlet for local non-profit organizations to promote events that are open to the public. Every week, ABC-30 airs three 30-second spots that promote nine different events. These spots feature Action News talent and air during top-rated newscasts. Viewers can visit our website and click on the **Action News Community Calendar**, which provides a special section listing hundreds of community events. The public is invited to submit their non-profit events online.

Our website, www.abc30.com, plays a featured role in all Public Service Campaigns. We link all of our projects to our website, where viewers can see the campaign and get links and information about projects and programs.

Each month, ABC-30’s “**Building a Better Community**” public service campaign features one non-profit organization with a 30-second on-air PSA, a feature story on Action News, and a website component about the featured organization with links and information. KFSN also finds ways to get feedback directly from our viewers with individual/organization meetings and “**ABC-30 Listens**”, which are Town Hall meetings in various valley communities designed to gather story ideas and listen to our audience.

ABC-30’s commitment to public service can be seen in a special campaign we call **Children First**. This locally produced community service campaign consists of half-hour specials and Public Service Announcements. The focus of this effort is on the challenges and problems of children in our community, with a concentration on how the average person can help make a difference in a child’s life. We also profile high school valedictorians with an on-air salute with our **Children First Honored Scholars** announcements.

We produce and broadcast a one-hour special for **Children’s Hospital Central California**. This broadcast is full of compelling stories about children and how the hospital helps save lives. ABC-30 also produces a special for **United Cerebral Palsy of Central California**. This special broadcast highlights children and adults with disabilities and how this organization helps them.

In addition, we air “**Connecting with Kids**”, four half-hour specials throughout the year focusing on programming for parents and children. This includes segments in some newscasts and Valley Focus. Connecting with Kids provides local schools with educational materials, including video streaming for teachers, parents, and children.

PUBLIC SERVICE INITIATIVES

ABC-30's commitment to Central California residents continues throughout the year with a series of community initiatives, ranging from children's issues to blood drives. ABC-30 sponsors and produces numerous local public service campaigns for major charitable efforts, donating all production, air time and, when appropriate, providing news coverage.

The Major Media Sponsorships and Initiatives include:

- Children First Honored Scholars
- Fresno Historical Society – Civil War Revisited – One of the Valley's largest events featuring a three-day living history event, with a special day for students who are in the 6th grade studying this curriculum
- Fresno Historical Society Sesquicentennial Year – Premiered the film "Land Between Two Rivers", produced by Fresno County
- Fresno County Office of Education – Educator of the Year Awards
- California Advocate Drum Major for Justice Award – Tribute to Martin Luther King, Jr., which honors a civil rights hero
- African American History Museum
- Helping Our Own Destiny – Student Conference for at-risk teenagers
- Saint Agnes Hospital Foundation – Adult Sickle Cell Program
- Big Brothers Big Sisters of Central California – Bowl for Kids Sake
- Craycroft Youth Center – A safe house for abused and neglected children.
- National Association of Letter Carriers Food Drive
- Exceptional Parents Unlimited – Media Sponsor for their annual event "Fiesta de los Niños"
- Central California Women's Conference - Largest one-day women's event in the Valley, attracting over 3,000 participants annually
- Marjaree Mason Center – Shelter for battered women and children
- Kids Fitness Challenge
- Read Fresno
- Hispanic Heritage Month – Arte Americas Museum
- Gottschalks "Passion for Fashion", benefiting Children's Hospital Central California
- Lively Arts Foundation "Nutcracker"

LOCAL PROGRAMMING WITH LIVE BROADCASTS

Along with its commitment to public service initiatives, KFSN-TV has an equal dedication to broadcasting big events in the San Joaquin Valley, allowing all residents to have equal access to the shared traditions of the region.

Local events broadcast include:

Valley Freeze Relief Fund – The Valley Freeze of 2007 left thousands of families in financial crisis and impacted the economy of entire towns. Money was needed to help families pay for electricity bills, home payments, rent, and food. The Fresno County Economic Opportunities Commission and ABC-30 did a one-day cash only live telethon and raised over \$170,000 to donate to those in need.

Children's Hospital Central California Kids Day - ABC-30 and our local newspaper joined together 20 years ago to produce this one-day live event that raises over \$400,000 annually and has earned 2.8 million dollars to date.

California Memorial – ABC-30 broadcast live the three-hour September 11th California Memorial dedication by a local company that had ties to New York firefighters. Money raised through sales of the video of the dedication was donated to the New York Port Authority.

Fresno County Sesquicentennial Parade -- Fresno commemorated their 150th Anniversary with a parade in Downtown Fresno with live coverage. ABC-30 provided Disneyland's authentic Mickey and Minnie Mouse characters for this large-scale celebration.

The Big Fresno Fair -- The single largest fair in Central California, we broadcast most of our newscasts live at this annual event.

California Highway Patrol Safety Seat Check - ABC-30 and the California Highway Patrol joined together to provide a live child safety seat checkpoint where 150 families had their car seats checked, and about 40 new child seats were installed free of charge.

U.S. Marine Corps Toys for Tots - ABC-30, the U.S. Marines, and the United Way of Fresno held their live annual Marathon Weekend Toy Drive in the Central Valley, which raised over 250,000 toys.

Central California Blood Center – Live Valley-wide blood drive to replenish supply for the upcoming Labor Day Weekend. This year marked our 20th Anniversary with the Blood Center, and 2,628 pints of blood were donated.

Candy Cane Lane Parade - Live coverage and a one-hour edited program of the annual Visalia Holiday parade.

New Events:

- Fresno County Public Library – The Big Read – A reading marathon funded by the National Endowment for the Arts.
- Fresno Area Hispanic Chamber of Commerce – 2008 Family Day Celebration featuring a health fair and walk/run.

Other Public Service Announcements

- Roadblock Drunk Driving
- Fresno Chaffee Zoo Stingray Bay Exhibit